

ROUs: 1110 / 1210 / 1310 / 1710

DISTRIBUTE TO RJR MANAGERS W/CHAIN RESPONSIBILITY  
FOR CHAINS ON ATTACHED EXCEL SPREADSHEET.

NOTE: CUSTOMER LIST IS 42 PAGES. IF CUSTOMER LIST IS  
REQUIRED, PLEASE FORWARD E-MAIL / FAX REQUEST TO J.  
CAMPBELL AND CUSTOMER LIST FILE WILL BE E-MAILED.

|      | Sales |      | Retail |
|------|-------|------|--------|
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| 1297 | _____ |      | _____  |
| 1298 | _____ |      | _____  |
| 1299 | _____ |      | _____  |
| 1300 | _____ |      | _____  |

1221 1222 1223 1224 1225 1226 1227 1228 1229 1230 1231 1232 1233 1234 1235 1236 1237 1238 1239 1240 1241 1242 1243 1244 1245 1246 1247 1248 1249 1250 1251 1252 1253 1254 1255 1256 1257 1258 1259 1260 1261 1262 1263 1264 1265 1266 1267 1268 1269 1270 1271 1272 1273 1274 1275 1276 1277 1278 1279 1280 1281 1282 1283 1284 1285 1286 1287 1288 1289 1290 1291 1292 1293 1294 1295 1296 1297 1298 1299 1300

AE JM, DR RSM RSM

56

51846 2485

# RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR  
8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

JULY, 98

## DORAL JACKPOT PROMOTION #801271 (PRODUCT IS 'PRE-SLEEVED')

|        |                         |     |            |
|--------|-------------------------|-----|------------|
| To:    | RJR ACCOUNT #: #375878  | CC: | S. SCHAWLM |
|        | MR. P. COX<br>McLANE NE | CC: | R. DONAHUE |
| FAX #: | (315) 638-7394          |     |            |

**\*\*SAM's CLUBS: PRODUCT / DISPLAYS WILL BE ORDERED BY RJR FT. WORTH OFFICE (69XX)**

PARTNERS PROMOTION REPORTING: DOR SEPT JACKPOT (MINIMUM 16 CHARACTERS)

IF YOU REQUIRE TECHNICAL ASSISTANCE RELATIVE TO THE FORMAT REQUIRED USING THESE PROMOTION / BRAND DESCRIPTIONS ON YOUR WEEKLY TAPE / DISC SUBMISSIONS, CONTACT THE PARTNERS HELP DESK @ 1-800-230-9732.

| UPC CASE<br>12300- | CASE<br>SIZE | STATE USE | BRAND STYLE      | NUMBER OF<br>CASES | #/CARTONS TO<br>PACK @ DISPLAY | #/SKUs (#545462)<br>DISPLAYS / PREMIUMS |
|--------------------|--------------|-----------|------------------|--------------------|--------------------------------|---|
| 25467              | 6M           |           | DORAL LT 100     | 50                 | 1 (ONE CTN)                    | 1500                                    |
| 25469              | 6M           |           | DORAL MEN LT 100 | 50                 | 1 (ONE CTN)                    |   |
| 25468              | 6M           |           | DORAL 100        | 50                 | 1 (ONE CTN)                    |   |
| 25470              | 6M           |           | DORAL ULT LT 100 | 50                 | 1 (ONE CTN)                    |   |

PRODUCT PO # ER 3808-01

DISPLAYS / PREMIUMS PO # ER 3807-01

| DESCRIPTION |  |
|-------------|--|
| 8/17/98     | PRODUCT ARRIVAL DATE                                   |
| 8/31/98     | RETAIL DISTRIBUTION DATE (WEEK OF)                     |
| \$67,232.35 | EFT \$ AMOUNT  |
| 4 CTNS      | RETAIL BILLING PER DISPLAY                             |
| 1480        | NO. OF DISPLAYS ON CUSTOMER LIST                       |
| \$2,800.00  | PACKING PAYMENT<br>(\$14.00 X 200 (6M) PROMOTED CASES) |

| DESCRIPTION |                                 |
|-------------|---------------------------------|
| 8/17/98     | DISPLAYS / PREMIUM ARRIVAL DATE |
| 545462      | ITEM NUMBER                     |
| 1.3500      | SKU CUBE                        |
| 2.2600      | SKU WT (W/OUT PRODUCT)          |
| 40 OFFERS   | NO. RETAIL OFFERS PER DISPLAY   |
| 20          | NUMBER OF EXTRA DISPLAYS        |

### PROMOTION DESCRIPTION:

SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.  
(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY).

SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST.  
CONSUMER RECEIVES COUPON FOR .40¢ OFF 2-PACKS ON NEXT PURCHASE.

### DISPLAY LOAD:

PLACE TEN (10) PRE-SLEEVED PACKS OF SAME BRAND INTO EACH COLUMN.

### PARTNERS PROGRAM REQUIREMENTS:

- DISPLAYS MUST BE SHIPPED TO RETAIL THE WEEK OF: 8/31/98.
  - PACK / DELIVER EACH PROMOTION TO AT LEAST 90% OF ACCOUNTS ON ATTACHED CUSTOMER LIST WITHIN 3 WEEKS.
  - PROMOTION AND BRAND DESCRIPTIONS MUST BE PROPERLY REPORTED ON TAPE/ DISC SUBMISSIONS.
  - RETURN THE ATTACHED CUSTOMER LIST WITH ANY RETAIL REFUSALS WITHIN 4 WEEKS AFTER RETAIL DELIVERY DATE.
- JACKPOT.DOC

51846 2486

# **RJ REYNOLDS**

TOBACCO COMPANY

## **STATE STAMPING**

McLANE-NORTHEAST

#375878

**DORAL JACKPOT**

| NUMBER OF CARTONS TO STAMP BY STATE(**)<br>PRE-SLEEVED B1G1F PRODUCT |    |    |    |    |    |     |     |    |                |     |    |    |
|--|----|----|----|----|----|-----|-----|----|----------------|-----|----|----|
| DORAL<br>(6M)  | CT | DE | MA | MD | NH | NJ  | NY  | OH | OH<br>Cuyahoga | PA  | RI | VT |
| LT 100   | 33 | 1  | 4  | 2  | 19 | 240 | 641 | 14 | 11             | 450 | 9  | 0  |
| MEN LT100  | 33 | 1  | 4  | 2  | 19 | 240 | 641 | 14 | 11             | 45  | 9  | 0  |
| 100  | 33 | 1  | 4  | 2  | 19 | 240 | 641 | 14 | 11             | 45  | 9  | 0  |
| ULT LT100  | 33 | 1  | 4  | 2  | 19 | 240 | 641 | 14 | 11             | 45  | 9  | 0  |

7/16/98  
STAMPING.DOC

51846 2487

McLANE-NORTHEAST (#375878): CIGARETTE DISPLAYS BY STATE

ROUs: 1110 / 1210 / 1310 / 1710 / 6710 - DISTRIBUTE TO APPROPRIATE RJR CHAIN MANAGERS

McLANE NE: SEPTEMBER DORAL JACKPOT PROMOTION #801271

RETAIL DISTRIBUTION DATE: 8/31/98

| CHAIN NAME                  | NO. OF STORES | # DISPLAY UNITS TO SHIP TO EACH ACCOUNT | TOTAL # DISPLAYS | NUMBER OF DISPLAYS PER GROUP PER STATE |    |    |    |    |    |     |     |    |    |     |    |   |  |
|-----------------------------|---------------|---|------------------|--|----|----|----|----|----|-----|-----|----|----|-----|----|---|--|
|                             |               |   |                  | CT                                     | DE | MA | MD | ME | NH | NJ  | NY  | OH | PA | RI  | VT |   |  |
| A-PLUS/ SUNOCO              | 325           | See List                                | 338              | 1                                      | 1  | 25 | 1  |    | 2  | 21  | 114 | 2  |    | 168 | 3  |   |  |
| BP OIL                      | 40            | See List                                | 41               |  |    |    |    |    |    |     |     |    |    | 41  |    |   |  |
| BRADFORD OIL                | 2             | 1                                       | 2                |  |    |    |    |    | 2  |     |     |    |    |     |    |   |  |
| CHESTNUT MOBIL              | 7             | 2                                       | 14               | 4                                      |    |    |    |    |    |     | 10  |    |    |     |    |   |  |
| COASTAL MART                | 36            | See List                                | 45               |  |    |    |    |    |    | 18  |     |    |    | 27  |    |   |  |
| COOKS CONVENIENT            | 6             | See List                                | 10               |  |    |    |    |    |    |     | 10  |    |    |     |    |   |  |
| COUNTRY FAIR                | 67            | See List                                | 84               |  |    |    |    |    |    |     | 13  | 7  |    | 64  |    |   |  |
| CONV EXPRESS                | 5             | See List                                | 9                |  |    |    |    |    |    |     | 9   |    |    |     |    |   |  |
| EXPRESS MART                | 44            | 1                                       | 44               |  |    |    |    |    |    |     | 44  |    |    |     |    |   |  |
| HESS MART                   | 74            | See List                                | 148              |  |    |    |    |    |    | 10  | 124 |    |    | 14  |    |   |  |
| HESS STATION                | 201           | See List                                | 202              | 1                                      |    | 6  |    |    |    | 54  | 102 |    |    | 38  | 1  |   |  |
| J MART                      | 7             | 1                                       | 7                |  |    |    |    |    |    |     | 7   |    |    |     |    |   |  |
| KRAUSZERS                   | 3             | 1                                       | 3                | 3                                      |    |    |    |    |    |     |     |    |    |     |    |   |  |
| MANLEYS                     | 11            | See List                                | 30               |  |    |    |    |    |    |     | 30  |    |    |     |    |   |  |
| MOBIL / ON THE RUN          | 102           | See List                                | 104              | 23                                     |    | 25 |    |    | 13 |     | 38  |    |    |     | 5  |   |  |
| QUICK CHEK                  | 99            | 1                                       | 99               |  |    |    |    |    |    | 99  |     |    |    |     |    |   |  |
| QUICKWAY                    | 29            | See List                                | 29               |  |    |    |    |    |    |     | 29  |    |    |     |    |   |  |
| 7/11 - HANDEE MART          | 50            | See List                                | 56               |  |    |    | 1  |    |    |     |     | 5  | 11 | 39  |    |   |  |
| STARENTERPRISE              | 41            | See List                                | 88               |  |    |    |    |    |    | 34  |     |    |    | 54  |    |   |  |
| SUGARCREEK                  | 73            | 1                                       | 73               |  |    |    |    |    |    |     | 73  |    |    |     |    |   |  |
| SUNRISE FOODS               | 15            | See List                                | 20               |  |    |    |    |    |    |     | 20  |    |    |     |    |   |  |
| INDEPENDENTS & SMALL CHAINS | 26            | See List                                | 34               | 1                                      |    | 4  |    |    | 2  | 4   | 18  |    |    | 5   |    |   |  |
| TOTALS                      | 1263          |   | 1480             | 33                                     | 1  | 60 | 2  | 0  | 19 | 240 | 641 | 14 | 11 | 450 | 9  | 0 |  |

NOTE: PRODUCT / DISPLAYS FOR SAM'S CLUBS WILL BE ORDERED BY RJR FT WORTH OFFICE (#69XX)

(MC-STJPT.XLS)7/16/98

888Z 988TS